



Retail Training.com

RetailTraining.com provides retailers with off-the-shelf and custom designed training solutions in mobile, online and in-store formats. Our unique Retail Education Model™ is the first of its kind to align to the Five P Retail Model and supports the need for strategic planning in order to maximizing profits. Our courses include a retail perspective from a variety of sectors and are available for store employees, operations managers and independent owners alike. Each course includes interactions, knowledge checks, an end-of-course quiz, and a “What’s next?” discussion to encourage skill practice. Downloadable links to in-store activities are also available in many of the courses.



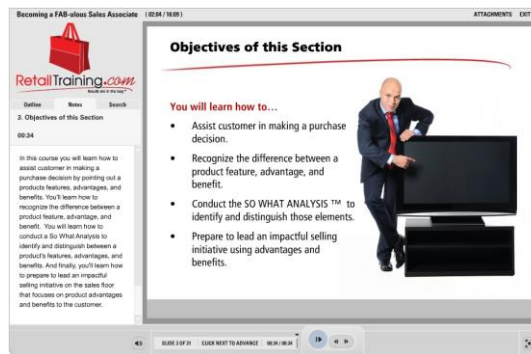
Becoming a FAB-ulous Sales Associate E-Learning Course

Target Audience

Sales associates who want to learn how to translate a product’s features into meaningful advantages and benefits and to increase sales.

Objectives of the Program

- Assist customers in making a purchase decision
- Recognize the difference between a product feature, advantage and benefit
- Conduct the SO WHAT ANALYSIS™
- Prepare to lead an impactful selling initiative using advantages and benefits



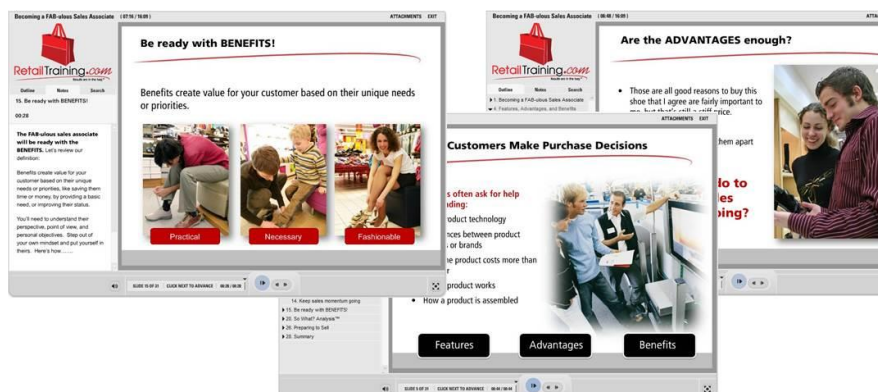
Course Overview

Becoming a FAB-ulous Sales Associate is a self-paced web-based program. All the student needs to run the program is access to a PC and web browser. The program provides 20 minutes of training and is valid for 1 year. Within the purchased period, students can revisit the material as often as they wish.

The program includes a variety of interest generating features and quizzes. Companies who buy a group of licences will be given access to reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

Study Time

20 minutes



Program Contents

- **Features, advantages and benefits**
 - Assist customer make purchase decisions
 - FAB definitions
 - Let's describe some product features
 - Are the features enough?
 - What advantage does this shoe have?
 - Keep sales momentum going
- **Be ready with benefits**
 - Ask questions to position benefits
- **So what analysis™**
 - Most products have many advantages
- **Preparing to sell**
 - Product knowledge resources

Other Courses Available from Retail Training.com

- Appearance and Attitude
- Big Ticket Sales
- Cashier Service Basics
- Consultative Selling
- Demonstrative Selling
- Greeting customers
- Impulse Merchandising
- Merchandising Basics
- Project Selling
- Retail Sales Transaction
- Selling on the Phone
- Structured On-The-Job Training
- Suggestive Selling
- We're All Different
- Welcome to Retail

